



Speaker

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C3

Right question, wrong
answer

C3

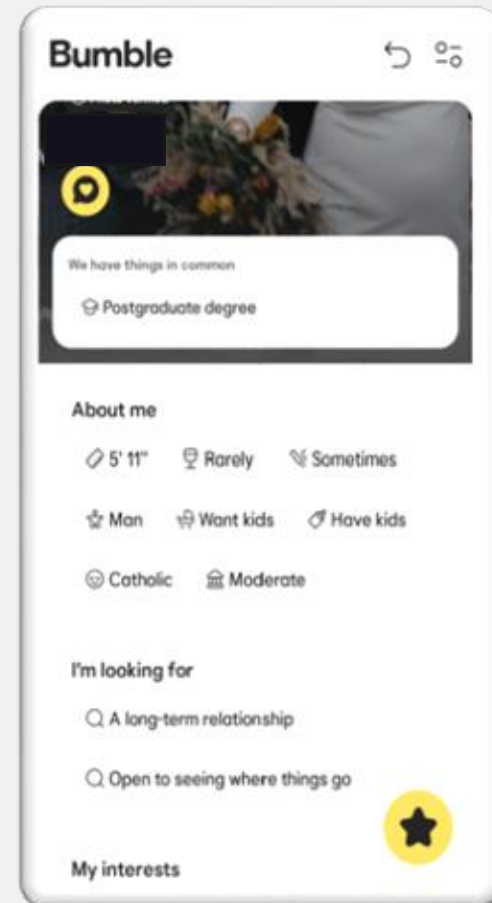
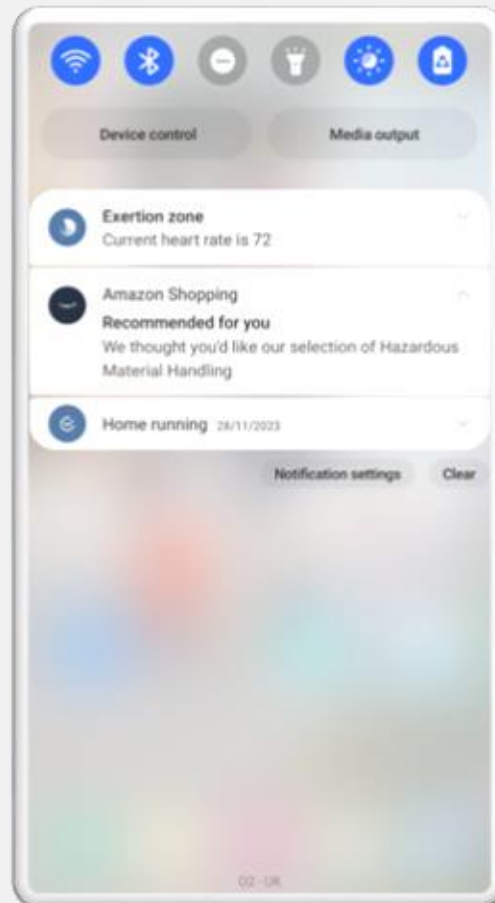
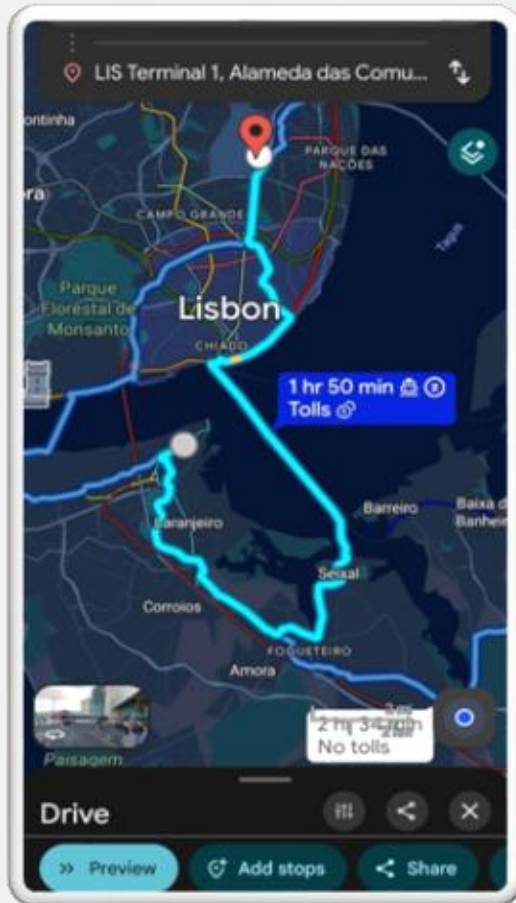
Right question, ~~wrong~~
incomplete answer

C3

Data-driven

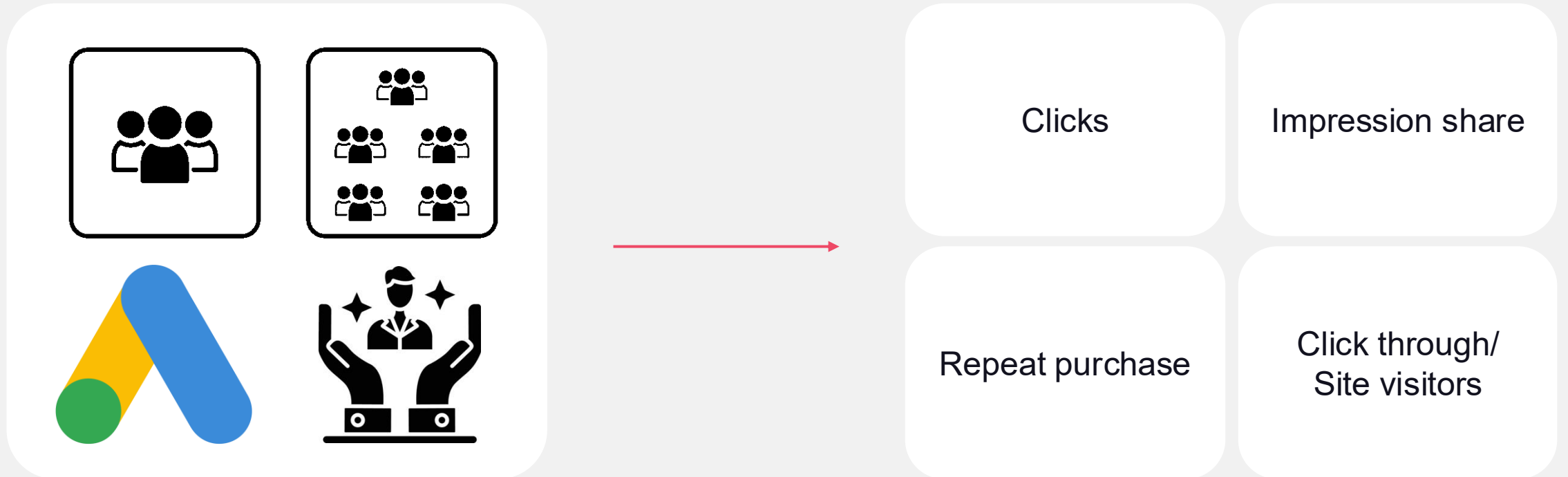
Real world examples

We've all experienced its wonders at some point



Real world examples

All these are examples of an algorithm working as designed





If it looks like it works, what's
wrong with it?



How do I know it's going wrong?

1

High drop-off
rates or cart
abandonment

2

Churn

3

LTV

4

Platform metrics
up, ROI down

What platform data
shows

Intersection of profiles, needs,
behaviours, trigger points and
research & purchase journey
touchpoints



A tension between the observable and
the meaningful that reveals itself over
and over again

Observable:

3% donation rates amongst
Black African and Asian
potential donors vs 11% all
others

Meaningful:

These people felt under-represented by
public organisations and didn't feel
compelled to support back



Blood and Transplant

Observable:

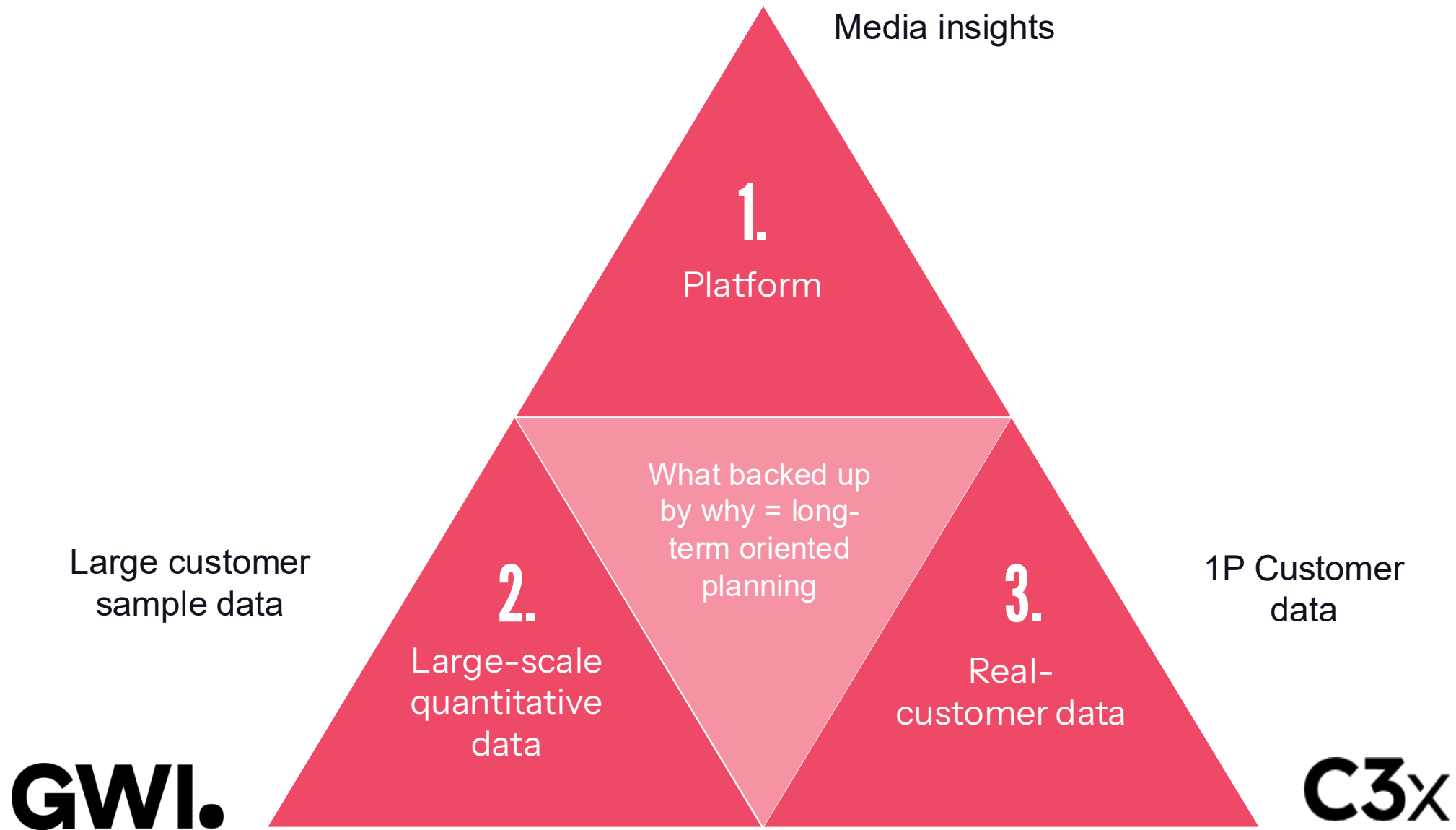
Engagement rates with our
top-performing creative
remain flat

Meaningful:

These audience didn't see
themselves reflected themselves in
the adverts, with a much greater need
for human-led storytelling and real-life
impact shown

Lottery client

So, how do we get to the
meaningful answers?



Build hypothesis

Gather the data to
set a theory to prove
or disprove.

Blend CRM, onsite,
platform and
Consumer

Data < Insights

Cross-channel.
Go beyond the
“what” and answer
the “why”

Blend of ST and LT
KPIs

Decide on measures
that matter today
and those that'll
direct brand's long-
term growth

Review, learn,
optimise

Pressure test.
Approach built on
large feedback loop
between multiple
data sources and
measurement

Measurement

Proving grown brand interest and revenue for the client through a strategically-led YouTube campaign

Our approach

Problem: Fewer brand searches, SoV dropping, reliance on return custom, competitors building mental through brand-first channels such as YouTube & Demand Gen.

With increased revenue targets, less media budget and spend ceiling met, the answer was building demand.

Solution: Expand the media mix beyond maxed-out performance channels by rebuilding the consideration layer with controlled brand-led testing.

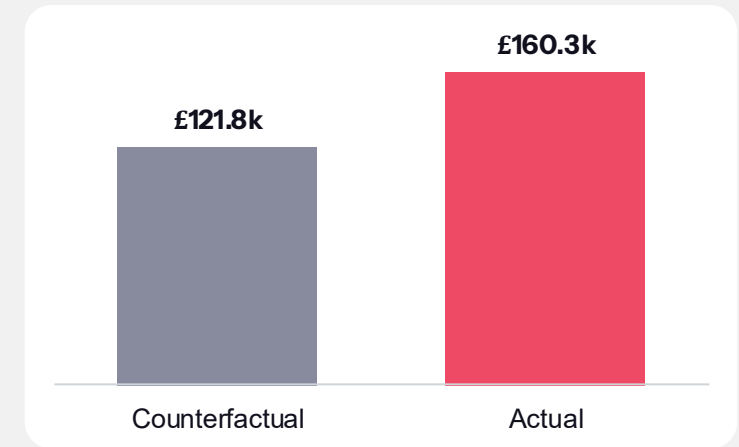
Results

+32%

Revenue uplift for selected geo vs control

+£38k

Modelled revenue incrementally gained (to-date)



Attributed Branded Searches



Is the goal I'm
optimising for the
value I want, or just the
easiest thing to
measure?

Am I feeding signals
that reflect who my
customers really are,
or just what they did
last week?

Where are my
customers saying
one thing and doing
another, and have I
asked why?



Thank you

